OCT 12 1942

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 9, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 9 2:30 P.M.	INEXPENSIVE DRESS FASHION SHOW	JOHN WANAMAKER	FASHION STORE 3RD FLOOR

Girls who try to dress out of pocket-money will find a good selection of inexpensive fashions from the Up-Stairs store. Also at 7:30 P.M., on the store's open-late-night, J. Merrick Beale, noted food economist, will talk on "How to Select Meat", of special interest now with food rationing and meat shortages. Home Store, 3rd floor. Open to Press and public. Publicity: Mr. Davidson, ST. 9-4700.

Friday Oct. 9- Oct. 18	OUT-DOOR ART EXHIBIT	WASHINGTON SQUARE ARTISTS	WASHINGTON SQUARE NEW YORK

This bi-annual out-door art show lasts from Oct. 9th through 18th. In addition to its traditional art purposes, this time the Greenwich Village artists will try to make their works divert the public from war-time seriousness. Paintings by artists in war service will be included in exhibit. Sidewalk sales are usually brisk in this neighborhood art mart. Contact: Mr. Bela de Tirefort, Chairman, 21 Bank St., CH. 2-6112.

Saturday Oct. 10 Through Nov. 30	"I REMEMBER THAT" EXHIBIT	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

A nostalgic exhibition of interiors from the "Index of American Design" consisting of 23 water color drawings of American interiors compiled from records dating from the "elegant 80's" to 1910. These interiors include homes, public rooms, and transportation of the then called "pullman car" period. Exhibit lends itself to promotional ideas. Open to public. Publicity: Alice Pentlarge or Miss Green, RH. 4-7690.

Beginning Saturday Oct. 10 — OFFICIAL FOOTBALL SCHEDULE

SATURDAY, OCT. 10
- ARMY-CORNELL at WEST POINT
- NAVY-PRINCETON at YANKEE STADIUM
- YALE-PENN at NEW HAVEN
- COLUMBIA-BROWN at BAKER FIELD
- NAVY-YALE at BALTIMORE

SATURDAY, OCT. 17
- PRINCETON-PENN at PHILADELPHIA
- COLUMBIA-ARMY at BAKER FIELD

SATURDAY, OCT. 24
- COLUMBIA-PENN at PHILADELPHIA
- BROWN-PRINCETON at PRINCETON

SATURDAY, OCT. 31
- COLUMBIA-CORNELL at BAKER FIELD

SATURDAY, OCT. 31 (Cont'd)
- YALE-BROWN at NEW HAVEN
- ARMY-PENN at PHILADELPHIA
- HARVARD-PRINCETON at CAMBRIDGE

SATURDAY, NOV. 7
- NAVY-PENN at PHILADELPHIA
- ARMY-NOTRE DAME at YANKEE STADIUM

SATURDAY, NOV. 14
- YALE-PRINCETON at PRINCETON

SATURDAY, NOV. 21
- ARMY-PRINCETON at YANKEE STADIUM
- COLUMBIA-DARTMOUTH at BAKER FIELD

SATURDAY, NOV. 28
- ARMY-NAVY at PHILADELPHIA

PLEASE NOTE: The Cotton Textile Institute regrets that it cannot fill the many requests that have come from FASHION CALENDAR readers for the free booklet, "Cotton Fights on Every Front", describing war uses of cotton. Henceforth, these booklets may be purchased in quantities of 150 for $3.50, by writing The Cotton Textile Institute, 320 Broadway, New York, New York.

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WEEK BEGINNING MONDAY, OCTOBER 12, 1942

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing	NEW SPRING TEXTILE LINE OPENS	KLEIN BROS. TEXTILE CORP.	1071 SIXTH AVENUE
	Advance Spring print line of rayon crepe fabrics to wear under Winter coats and for early Spring wear. Also sports fabrics for Spring and Southern Resort wear of rayon and mixtures. Press invited to view line. Contact: Miss Frances Lind, LA. 4-0100.		
Now Showing	WINTER COLLECTION OF QUALITY MILLINERY	G. HOWARD HODGE	711 FIFTH AVENUE
	Daily showing of Hodge exclusives, a group of high-style late Fall and Winter hats keyed to current needs such as weddings, furlough dates, camp follower-travel, and smart city wear. These hats have sparkle and interest. Contact: Mr. Hodge, PL. 3-7030.		
Now Going On	COURSES IN FASHION JOURNALISM & SKETCHING	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
	Afternoon and Evening Courses in Fashion Journalism and Contemporary Fashions, given Thursdays by Marie Stark, formerly of Vogue. Day group meets at 4:30 P.M. Night group, at 7:30 P.M. On Friday evenings the Quick Sketch Class from the Fashion Model meets from 7 to 10 P.M. For further information: Registrar, Dorothy Tyroler, CO. 5-2077.		
Now Going On	Y W C A SEWING, MENDING LESSONS	CENTRAL BRANCH Y W C A	610 LEXINGTON AVENUE (AT 53RD STREET)
	As part of its "Clothes Clinics", the New York YWCA is reviving old fashioned sewing and mending bees with instructions in sewing, mending and patching. Cost of course includes $1 yearly membership and 6 afternoon lessons at $7.50 or 6 evening lessons at $6.00. Register at Central Branch Headquarters, Lexington Ave. at 53rd St., WI. 2-4500.		
Just Published	"WAR-TIME SELLING" BOOKLET	PRINCE SCHOOL OF RETAILING	SIMMONS COLLEGE BOSTON, MASSACHUSETTS
	This booklet contains the ABC's of selling under war-time regulations. Prepared by Helen Norton of the Prince School for the purpose of informing inexperienced Christmas help of the new and difficult retail selling regulations. Booklet deals with such topics as excise taxes, credit regulations, restricted delivery service, conservation, etc. Address: Miss Helen R. Norton, Prince School of Retailing, Simmons College, Boston, Massachusetts.		
Monday Oct. 12	COLUMBUS DAY		
	Always a peak business day in department stores all over New York.		
Monday Oct. 12 12:00-2:00 P.M.	LAUNCHING BEAUTY SALVAGE DRIVE	HELENA RUBINSTEIN	715 FIFTH AVENUE
	Warming up for Oct. 15th, official Manhattan salvage collection day, Helena Rubinstein has her own novel approach. Outside the Salon, on the street, will be a bullet-shaped receptacle for discarded metal lipstick and compact containers. For each container, the donor will receive a 15¢ credit toward a new lipstick or case made of plastic or wood. Beauties from stage, screen and war work will be present to make their donations to this unusual beauty salvage drive. Madame Helena Rubinstein invites all women wishing to make their beauty salvage contribution to join the patriotic procession on Monday. Publicity: EL. 5-2100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct.12-17 2:00-5:30 P.M. Daily	FINE ARTS OF THE CINEMA EXHIBIT	COTY AND METRO-GOLDWYN-MAYER	COTY FIFTH AVENUE 612 FIFTH AVENUE
	All week, the public is invited to view exhibit of life masks of leading Hollywood stars, fashion sketches of stars' gowns worn in pictures and original drawings of movie sets used in MGM's leading productions. Admission by ticket only, secured by writing Coty Fifth Avenue. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Oct.12-21	OPENING DAY: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Beginning Tuesday Oct. 13 9:10-9:30 A.M.	LEARN TO SEW BY RADIO	BLOOMINGDALE'S & McCALL MAGAZINE SEWING CORPS	WQXR (1560 ON DIAL)
	Inaugurating a new course of six weekly broadcasts of lessons by air. This is the first time a department store has sought to teach sewing by radio, amplified with free printed instructions obtained by writing to the Fabric Dept., 2nd Fl., Bloomingdale's, Lexington Ave. at 59th St. Contact: Miss Frances Corey, VO. 5-5900.		
Tuesday Oct. 13. Oct.14-15 10 A.M.-5:00 P.M.	ANNUAL FALL MEETING	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	The Annual Fall Meeting generally held in Chicago, will take place this year in New York. This is because of the desirability of obtaining washington speakers, who lack time to travel to Chicago. Open to members and Hide and Leather Trade. Program of events as follows: TUES., OCT. 13--1:00 P.M.--Luncheon: Bag, Case and Strap Group. WED., OCT. 14--10:30 A.M.--Address: Chairman's Address, Everett W. Pervere, Chair., the Board, Tanners' Council of America. 11:00 A.M.--Round Table: Leather Supply & Demand, reviewing the current facts of supply and demand in the leather industry; including military demand and civilian needs. 12:30 P.M.--Luncheon: The Outlook For Business During and After the war. Speaker: Dr. Marcus Nadler, Prof. of Finance, N.Y.U. Graduate School of Business Administration. Speakers at these conferences and additional ones taking place Wed. and Thurs., include outstanding shoe and leather experts from government authorities and from private industry. Contact: Mr. J.L. Nelson, BE. 3-0494.		
Tuesday Oct. 13 12:30 P.M. Luncheon	PRESS LUNCHEON SHOWING OF 17 NEW ROOMS	LORD & TAYLOR	424 FIFTH AVENUE EXEC. DINING ROOM, 11 FL.
	This is the first important exhibit of Lord & Taylor rooms since their famous William Pahlmann entered war service. Undoubtedly exhibit will be in the Pahlmann tradition, one of elegance and modern spaciousness. Press by invitation only. Opens to public Thursday, Oct. 15th. Publicity: Charles Nicolai, WI. 7-3300.		
Tuesday Oct. 13 1:00 P.M. Luncheon	DRESS-UP STYLES FOR WAR TIMES	JONAI (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	An assortment of selective ready-to-wear fashions for Fall social events. Also practical styles for socialites doing war work. Open to public. Luncheon, $2. Press by invitation. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 13 2:00-6:00 P.M.	PRESS PREVIEW: PUBLIC SCHOOL ART OF TWO CITIES	MUSEUM OF MODERN ART	11 WEST 53RD STREET YOUNG PEOPLE'S GALLERY
	The Museum presents a Press Preview of "Public School Art of Two Cities" (New York and Chicago), in the Young People's Gallery. Opens to public wed., Oct. 14. Publicity: Sarah Newmeyer, CI. 5-8900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 13 4:00-6:00 P.M.	PREVIEW: MEN'S TOILETRIES	ALFRED D. McKELVY CO.	10 ROCKEFELLER PLAZA
	Preview of new additions in men's Seaforth Toiletries, including a new "Commando Kit" for men in the services. Also launching new offices appropriately decorated for masculine cosmetics. Press by invitation. Contact: Richard Stern, PE. 6-4459.		
Tuesday Oct. 13 5:00 P.M. Cocktails	PRESS OPENING: ENLARGED CHILDRENS' SHOP	LANZ OF SALZBURG	668 FIFTH AVENUE 3RD FLOOR
	War or no war, Lanz of Salzburg goes gaily on with hearts-and-flowers decorations in high-spirited children's clothes in newly enlarged and redecorated department. Also opening the Lanz Gift Shop. Press by invitation. Publicity: Polly Murray, PL. 3-3800.		
Beginning Tuesday Oct. 13 7:00 P.M.	14TH ANNUAL ADVERTISING COURSE FOR WOMEN	ADVERTISING WOMEN OF N.Y. 47 WEST 34TH STREET	HOTEL BILTMORE CAFE LOUNGE
	An intensive October-through-April course for beginners in advertising, including lectures by prominent advertising men and women, field trips offering actual observation of mechanics of ad production, "Career Clinic", and opportunity to compete for scholarships for further ad study in New York schools and universities. Subsequent meetings are on Mon. nights beginning Oct. 19th at 7 P.M. Tuition, $10. Registration with Mrs. Mabel Blake at Advertising Women's Club, 47 W. 34th St., WI. 7-5648.		
Wednesday Oct. 14 12:30 P.M. Luncheon	RETAIL ADVERTI ING EXECUTIVES' CLUB MEETING	RETAIL ADVERTISING EXECUTIVES' CLUB	HOTEL NEW YORKER PARLOR B, 3RD FLOOR
	This is the monthly meeting of this organization composed of publicity and advertising directors of New York stores. Pres., Wm. Howard, R. H. Macy; V. P., Dorothy Swenson, Abraham & Straus; Treasurer, John Pearl, The Namm Store; and Secretary, Lois Munn, McCreery's. Membership invited. Contact: Lois Munn, WI. 7-7000.		
Wednesday Oct. 14 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING	HENRI BENDEL (10 WEST 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Henri Bendel will present new fashions with an eye to the future holidays, including day-time and evening clothes and furs. Open to public. Luncheon, $2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Oct. 14 2:30 & 7:00 P.M.	MISSES' DRESSES FASHION SHOW	JOHN WANAMAKER	B'WAY AT 9TH STREET FASHION STORE, 3 FL.
	This store's vigorous program includes a fashion show of Misses' Dresses on the 3rd floor in the afternoon and a talk on preparing food in the evening at 7 P.M. in the Home Store. Madame Pearl Metzelthin, Ed. of Gourmet Magazine, will talk on food preparation and will explain what a gourmet is. Open to Press and public. Publ.: Mr. Davidson, ST. 9-4700.		
Wednesday Oct. 14 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	McMULLEN & CO.	475 FIFTH AVENUE
	Opening of Dorothy Cox's new Collection for Southern Resort and Spring Wear. Press by invitation only. McMullen Openings always very crowded. Come early for seat. Publicity: Abigail Johnson, MU. 3-9560.		
Beginning Wednesday Oct. 14	FASHION MERCHANDISING NIGHT COURSE	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
	Courses in fashion coordination, styling, color and design, buying,		

(Continued on following page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

(Continued from preceding page)

6:30-9:15 P.M. merchandise, training, fashion reporting and personnel, will be given Mon. and Wed. evenings from Oct. 14th-June 16th, in two semesters of 15 weeks each. Guest lecturers and field trips are features of course. Cost, $175. Information from Registrar: Miss Valda F. Hancock, CH. 4-5288.

Thursday Oct. 15 12:30 P.M. Luncheon	WEEKLY LUNCHEON OF NEW YORK PUBLICISTS	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR

Weekly meeting of Press Agents and Public Relationists. Speaker this week will be Richard W. Hubbell, Television broadcaster. Open to members and guests. Publicity: Mr. Uriel Davis, CI. 7-6161.

Thursday Oct. 15 1:00 P.M. Luncheon	FALL LUNCHEON FASHION SHOWING	DE PINNA (650 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM

De Pinna will present a Fall Collection for Day-Time and Evening. Open to public. Luncheon, $2. Press by invitation. De Pinna Publ.: Dorothy Coburn, VO. 5-4800. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.

Thursday Oct. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	TRAINA-NORELL FOR BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

Undaunted by war priorities, the Fall Fashions of Traina-Norell (550 7th Ave.) will be shown before a lunching public under the Bonwit Teller sponsorship. Open to public. Luncheon, $2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.

Thursday Oct. 15 4:00-6:00 P.M.	INTRODUCING "MRS. OLIVER HARRIMAN'S BOOK ON ETIQUETTE"	B. ALTMAN & CO.	CHARLSTON GARDENS 5TH FLOOR

The Press is invited to sip tea and meet the author of the newest book on social behavior, "Mrs. Oliver Harriman's Book on Etiquette". As examples of perfect behavior, a number of Mrs. Harriman's own friends will be present at book debut, published by Greenberg Publishers, 400 Madison Ave. Cost, $3.00. Press by invitation. Publ.: Faith Willcox, MU. 9-7000.

Thursday Oct. 15 5:00 P.M. Tea	WHITE ELEPHANT FETE BENEFIT	CHILD PLACING COMMITTEE	HOTEL PIERRE COTILLION ROOM

The 4th annual White Elephant Fete is being given for the benefit of the Child Placing and Adoption Committee under direction of State Charities Aid Association. This is one of the oldest adoption agencies in the country. It furnishes a complete service for the care of homeless children and their placement in carefully investigated homes. Debutantes and public and charity shops contributing services and merchandise for event. In charge of arrangements: Mrs. Henry J. Taylor and Mrs. Daniel M. S. Heggerty. Admission fee, $1.50 part of which is a bundle suitable for resale at Nearly New Shop. Publ.: Miss Dorothy King and Miss Adele Brown, PL. 3-1940.

Thursday Oct. 15 6:30 P.M.	TRADE DINNER FOR RUSSIAN WAR RELIEF	RUSSIAN WAR RELIEF, INC.	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.

The dress industry division of Russian War Relief, whose co-chairmen are Maurice Rentner and Julius Hochmann, are launching the Fall campaign with a dinner for members of the Trade and their friends. The entire dress industry is lined up to help raise funds and bring aid to beseiged Russia. Nearly every member of the dress trade is an associate chairman aiding to make this RWR drive a success. There will be speakers of international reputation. Open to Public. Tickets, $3.00. Contact: RWR, VA. 6-3203.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 16 8:00 P.M. Preview, Oct.18-19 Clinic	PRESS PREVIEW: FASHION FORECASTS & BEAUTY CLINIC	AMERICA'S HAIR FASHION CENTER	ST. REGIS HOTEL VIENNESE ROOF
	First annual "Fashion Forecast and Beauty Clinic" held by America's Hair Fashion Center. Open to Beauty Salon owners who may avail themselves of a two-day clinic on beauty problems, hair and face, given by leading authorities. Features include fashion presentation and style contest judged by Beauty Editors. Preview, for Beauty and Fashion Press, Oct. 16th, 8 P.M. Clinic in session Sept. 18th at 2 P.M. and Sept. 19th at 10 A.M. Fee, $15. For further information and publicity: Nona James, BU. 8-0047.		
Saturday Oct. 17 11:00 A.M.	"TRICKS FOR TEENS" BAZAAR	SAKS 34TH STREET	B'WAY AT 34TH ST. TEENS' SHOP
	Members of the "Tricks for Teens" Club are selling self-made tricks in return for 10 and 25¢ stamps. This is strictly a stamp-selling show. No fashions. Among celebrities present will be Ella Logan of "Show Time" and Gwen Anderson, name lead in "Janie". Teens and their guests invited. Open to Press. Publicity: Margaret Pierce, LA. 4-7000.		
Saturday Oct. 17 12:15 P.M. Luncheon	WOMEN AT WAR LUNCHEON	N.Y.LEAGUE OF BUSINESS AND PROFESSIONAL WOMEN	HOTEL ASTOR B'WAY AT 45TH ST.
	Celebrating National Business Women's Week, business and professional women's organizations are planning a bang-up luncheon with top-ranking speakers such as Major Oveta Culp Hobby of the WAAC's, Lt. Comm. Mildred McAfee of the WAVE's and Comm. Nancy Harkness Love of the WAAF's promised to appear. Also other top-ranking American and Canadian women in official war jobs. Chairman: Mrs. Grace Allan Bangs. Open to all business and professional women. Tickets, $2.25. Contact: Sara Sparks, RE. 2-1300 or Mrs. Grace Bangs, PE. 6-4000.		
Week of Oct. 18-21	SHOWING: N.Y., CHICAGO, ST. LOUIS & N.E. VOLUME GRADE SHOE LINES	N.Y., CHICAGO, ST. LOUIS & NEW ENGLAND SHOE MANUFACTURERS	OWN SHOWROOMS & VANDERBILT, COMMODORE, NEW YORKER & McALPIN HOTELS
	This event will enable exhibitors of Eastern, Southern and Mid-Western firms to show early Spring lines jointly. Exhibit has special interest because of the recent drastic curtailment of shoe materials by WPB order.		
Monday Oct. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	PATTULO PRESENTS JO COPELAND ORIGINALS	ST. REGIS HOTEL IRIDIUM ROOM
	Pattulo presents Jo Copeland Originals (498 7th Ave.) for mid-winter, at a luncheon fashion show on the Roof of the St. Regis Hotel. The show will stress, especially, formal afternoon and dinner gowns geared to the times. Open to public. Luncheon, $2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.		
Tuesday Oct. 20 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING	BRAAGAARD INC. (17 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Another Tues. style luncheon in the Ritz Fashion Show series. Braagaard Hats, stressing needs of the moment as well as drama numbers for women whose lives demand high-style hats. Open to public. Luncheon, $2. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 20 3:00-5:00 P.M.	COCKTAIL PRESS SHOWING: "YOUNG" SIZE 10-20 DRESSES	BALCH-PRICE INC., BROOKLYN	380 FULTON STREET 10-20 SHOP
	This marks the opening of a new shop within a store to be known as the "10-20" Shop. Not only are sizes between 10 and 20, but prices also range between $10 and $20. Press by invitation. Opens to public, Thursday, Oct. 22nd. Publicity: Mr. Cummings, Grey Adv. Agency, CH. 4-3900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 21 1:00 P.M. Luncheon	FALL LUNCHEON FASHION REVUE	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Another food-and-fashion combination stressing street, day-time and evening style selections by Arnold Constable. Open to public. Luncheon, $2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Oct. 21 5:30 P.M.	WAR-TIME HAIR DRESSING STYLES	BERNORD AZ GURO	HOTEL NEW WESTON MADISON AVE. AT 50TH
	Presenting new coiffures that coordinate hair and millinery. Also featuring newest methods in permanent waving, hair coloring, and setting. Press preview by invitation. Contact: Bernord Az Guro, WI. 2-1692.		
Wednesday Oct. 21	PRIZE-WINNING POSTERS OF WESTERN HEMISPHERE	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	Prize-winning posters from all the nations of Western Hemisphere are being shown from today. Three weeks later, Nov. 11th, the results of a National War Poster Competition will be shown. The two exhibits will form what is probably the largest group of prize-winning posters ever exhibited. Open to Press and public. Publicity: Sarah Newmeyer, CI. 5-8900.		
Thursday Oct. 22 10:30 A.M.- 4:30 P.M.	16TH ANNUAL MEETING	THE COTTON-TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	This is the meeting for discussion of industry matters with special speakers including Miss Virginia Jewel. Purpose: to continue to strengthen the hold cotton has taken on fashion. Winter campaign plans will be condensed and discussed. Open to members and Trade Press. Fashion Press welcome. Contact: Virginia Jewel, WO. 2-0270.		
Thursday Oct. 22 1:00 P.M. Luncheon	4-DESIGNER LUNCHEON FASHION SHOW	ROSE AMADO INC. (1 WEST 57TH ST.)	PIERRE HOTEL COTILLION ROOM
	Four prominent American designers will create a Collection of costumes for Rose Amado, Inc., to be previewed to lunchers at this week's Pierre's fashion showing. Details later. Open to public. Luncheon, $2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.		
Thursday Oct. 22 4:00- 6:00 P.M. Through Jan. 3, '43	INVENTIONS FOR VICTORY	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN, N. Y.
	First major museum exhibit of the season will stress new materials proving American manufacturers' ingenuity as part of our war-time program. Inventions for Victory will include articles immediately available to the consumer and also those of recent invention, but restricted by priorities. The gist of the exhibit is to prove that the functions of formerly available materials such as wool, silk, metals, rubber, etc., are performed by satisfactory replacements. Press invited for Thurs. preview, 4-6 P.M. Open to public on following day, Fri., Oct. 23 thru Jan. 3, 10-5 daily, 1-6 Sundays. Publicity: Mr. Starr, NE. 8-5000.		
Thursday 10/22-11/4	OPENING: EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	YONKERS, NEW YORK
Saturday Oct. 24	17TH ANNUAL HUNT MEET	MONMOUTH COUNTY HUNT RACING ASSOCIATION	AMORY HASKELL EST. RED BANK, NEW JERSEY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 26 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF NEW FALL STYLES	THERESA FRENCH SHOP (PARK AVE. AT 52ND ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Street, dinner and evening fashions selected with this shop's Park Avenue clientele in mind. New late Fall style developments embodied in furs, hats and accessories. Open to public. Luncheon, $2. Press by invitation. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.

Monday Oct. 26	PUBLISHED TODAY: "HOW TO DRESS IN WAR TIME"	COWARD-McCANN	2 WEST 45TH STREET

"How To Dress In War Time" by Winifred Raushenbush, is hot off the Coward-McCann press today at $2 a copy. This should have timely hints for a public uncertain as to whether to dress up or to dress down.

Tuesday Oct. 27 11:00 A.M.	HOWARD GREER'S SPRING FORECAST	HOWARD GREER	HOTEL ASTOR SUITE 158-170

Howard Greer is showing a Collection forecasting late Spring and early Summer in color and silhouette. Purpose: inspirational value to New York manufacturers. Mr. Greer has been fortunate in planning previous style ideas which have caught on in the market and through style prevues shown to the Press and Trade prior to the usual timing of others' collections. In the Greer late Spring and early Summer collection are suits, coats, sportswear, day-time, afternoon and dinner clothes. Limited Press showing by invitation only, Tues., Oct. 27th at 11 A.M. Showing to manufacturers in ready-to-wear market, Tues., Oct. 27th, afternoon, by appointment. Admission, $100. which includes right to copy four models. Showing under direction of Mrs. Beatrice Sterling, will continue for about three weeks. Publicity: Beatrice Sterling, WI. 2-7494.

Tuesday Oct. 27 1:00 P.M. Luncheon	WEEKLY FASHION SHOW LUNCHEON	FRANKLIN SIMON (414 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM

Again before a mixture of society and trade audience, Fall fashions selected for their drama and platform interest will be shown in a quick run-way tempo exhilarated to include luncheon and fashions all within an hour and a quarter. Open to public. Luncheon, $2. Press by invitation. Franklin Simon Publicity: Mrs. Mildred Kaldor, WI. 7-9600. Ritz Publicity: Marion Morrison, PL. 3-4600.

Tuesday Oct. 27 2:30 P.M. Press, 4:00 P.M. Members	EXHIBIT OF "FASHIONINGS", PAST AND PRESENT	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414

The Museum of Costume Art presents an unusual and timely showing of "fashionings", and embellishments of the past and present. Also there will be shown modern garments with newly devised closings. This exhibit open to public, Oct, 28th. Publ.: Jane Ellis, CO. 5-4535 or CO. 5-7784.

Tuesday Oct. 27	NAVY DAY

Specially celebrated this year, the first war-time observance of Navy Day. Officially designated by President Harding in 1922 to honor the U. S. Navy and also the birthday anniversary of President Theodore Roosevelt.

Tuesday Evening Oct. 27 7:30 P.M.	1ST WAR-TIME DINNER OBSERVANCE OF NAVY DAY	U. S. NAVY AND PATRIOTIC ORGANIZATIONS	WALDORF ASTORIA TOWERS PARK AVE. AT 50TH ST.

Gala society affair benefiting the Navy War Relief held on Navy Day. Prior to the dinner and dance, on Oct. 27th at the Waldorf, there will have been a parade on the afternoon of Sat., Oct. 24th. Dinner and dance open to public. Tickets, $7.50. General Chairman of N. Y. Observance is Commander Charles Haan, Jr., U. S. N. R., 60 Wall Tower, BO. 9-7448.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 28 4:00 P.M.	COCKTAILS AND BEAUTY MORALE	MANYA KAHN	53 WEST 57TH STREET

"Our Mrs. Minivers Learn to Carry On" is theme of an hour with Manya Kahn giving a picture of how women from 35 to 50 can adjust their peace-time muscles and energies to war-time needs. Press by invitation. Publ.: PL 3-7623.

Thursday Oct. 29 1:00 P.M. Luncheon	THREE-WAY DESIGNER FASHION SHOW	PENIZEK, FURS, BRAAGAARD, HATS, ROSE AMADO, COSTUMES	PLAZA HOTEL PERSIAN ROOM

Mixing food and fashions for the Plaza's smart clientele, these three ranking designers, Penizek, Furs (1 W. 57th St.); Braagaard, Hats (17 W. 57th St.); and Rose Amado, Costumes (1 W. 57th St.) present styles created and ensembled for the occasion. Open to public. Luncheon, $2. Press by invitation. Designer Publ.: Constance Hope, PL. 3-3390. Plaza Publ.: Alma Zaiss, PL. 3-1740, ext. 410.

Beginning Monday Nov. 2 — OPENING OF CRUISE RESORT & EARLY SPRING SPORTS & DRESS LINES

Turning an evil into a virtue, the Sportswear Guild believes that fuel restrictions will speed resort vacationers southward more than ever this Winter. Accordingly, the group of nine is all set to show during the first week of November 2nd, creative styles for southern wear and for general warm weather in any part of the country. Because this year's showings are two weeks later than usual, these sports fashions will anticipate Spring and Summer styles more than in previous years. Two showings daily, 10:30 A.M. and 2:30 P.M. .....

MON., NOV. 2

SPORT-CRAFT, INC., 550 7TH AVE.
After 1st day, continuous showings.
Mr. Rubin, LA. 4-9724.

STAR-MAID DRESSES, 498 7TH AVE.
Mr. Norman Silverstein, PE.6-0444.

WEEK OF NOV. 2

DAVIDOW, INC., 550 7TH AVE.
Mr. Davidow, PE. 6-6909.

GOODSTEIN, DAVID M., 550 7TH AVE.
Mr. Goodstein, LA. 4-2577.

WEEK OF NOV. 2 (Cont'd)

KANE-WEILL, INC., 498 7TH AVE.
Mr. Lloyd Weill, LO. 5-3041.

MUTUAL ROSENBLOOM CORP., 498 7TH AVE.
Mr. Allie Shapiro, CH. 4-6221.

NUDELMAN, CHAS. W., 550 7TH AVE.
Call LA. 4-1254.

ROSENBERG, ZOLTAN, 550 7TH AVE.
Mr. Ted Rosenberg, LA. 4-6691.

TUES., NOV. 3

ADLER & ADLER, 550 7TH AVE.
Mr. Paul Adler, CH. 4-6630.

Coming Early 1943	"OUR LIFE IN WAR" DEPICTED	R. H. MACY & CO., INC.	HERALD SQUARE

Maintaining the American way of life during war-time is the theme of an extensive exhibit to be held by R. H. Macy. The acceptance of civilians of many amazing substitutes and improvements, brought about by the shortage of critical materials, has posed a challenge to American inventiveness. That challenge met and mastered is the purpose of the Macy exhibit. More details to follow. Publicity: Kay Inglis Jones, CH. 4-2000.

DATES AHEAD

Oct. 12	COLUMBUS DAY (Monday, big Shopping Day)
Oct. 27	NAVY DAY (Tuesday)
Oct. 31	HALLOWE'EN (Saturday)
Nov. 3	ELECTION DAY (Tuesday)
Nov. 11	ARMISTICE DAY (Wednesday)
Nov. 26	THANKSGIVING DAY (Thurs.)

RED LETTER WEEKS

Oct. 18-24	NATIONAL PHARMACY WEEK
Oct. 20-25	NATIONAL RETAIL GROCERS' WEEK
Oct. 25-31	NATIONAL GIRL SCOUT WEEK
Nov. 2-8	AMERICAN ART WEEK
Nov. 9-15	NATIONAL FATHER & SON WEEK
Nov. 11-30	RED CROSS DRIVE
Nov. 16-22	NATIONAL ART WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Monday.....GALA OPENING: BALLET RUSSE DE MONTE CARLO, METROPOLITAN OPERA HOUSE, W. 39TH
Oct. 12 The Ballet Theatre and the Ballet Russe continue to bring out dressy audiences, particularly on opening nights. Society leaders illuminate the ballet with their best jewels and fashion designers spring their latest numbers. Program for Oct. 12th opening includes the famous ballerina Danilova in "Gaite Parisienne". Publ.: Gerald Goode, S. Hurok, PL. 3-0820.

Wednesday..PREMIERE: "BEAT THE BAND" 46TH ST. THEATRE, WEST 46TH STREET
Oct. 14 George Abbott's first musical production of the new season with a military background and music and dancing of the usual Abbott standard. Costumes by Freddie Wittop. Publicity: Phyllis Perlman, CI. 5-5820.

Thursday...PREMIERE: "A YANK AT ETON" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
Oct. 15 Mickey Rooney as a school boy co-starred with Freddie Bartholomew and a new leading lady Tina Thayer in this new youth-appeal MGM picture. Gowns by Shoup. Men's costumes by Gile Steele. Publ.: Art Schmidt, BR. 9-7800.

Friday.....PREMIERE: "YOU CAN'T ESCAPE FOREVER" (Movie) STRAND THEATRE, B'WAY AT 47TH
Oct. 16 George Brent, Brenda Marshall and Gene Lockhart in a warner Brothers romantic comedy. Costumes by Milo Anderson. Publ.: Eve Siegel, CI. 6-1000.

Friday.....PREMIERE: "THE TIME, THE PLACE, AND THE GIRL", MANSFIELD THEATRE, 256 W. 47TH
Oct. 16 Musical comedy featuring Joe Howard, Vickie Cummings and others. Specially strong on dancing with choreography arranged by Carl Randolph. Costumes by Paul du Pont. Publicity: Harry Davies, BR. 9-9074.

Monday.....OPENING OF SERIES: 9 CONCERTS AT 9 NEW YORK TIMES HALL, 229 W. 43RD ST.
Oct. 19 The Musical Art Quartet will provide chamber music in a Bach-DeBussy program
9:00 P.M. and Metropolitan Opera singers will sing the song cycles. Subscriptions available, Concert Management, Ray Halmans, 119 West 57th St.

Tuesday....PREMIERE: "THE DAMASK CHEEK" PLAYHOUSE, WEST 48TH STREET
Oct. 20 Comedy by John Van Druten and Lloyd Morris. Produced by Dwight Deere Wiman, featuring Flora Robinson and Celeste Holm, in the cast. Costumes by Helene Pons. Publicity: Tom Weatherly, BR. 9-4064.

Wednesday..PREMIERE: "FOREST RANGERS" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
Oct. 21 This is a starring vehicle for Paulette Goddard, Susan Hayward and Fred MacMurray. Costumes by Edith Head. Publicity: Eileen Brenon, BR. 9-8700.

Wednesday..PREMIERE: "FOR ME AND MY GAL" (Movie) ASTOR THEATRE, B'WAY AT 44TH STREET
Oct. 21 MGM's ambitious musical film with Judy Garland, Keenan Wynn, and the debut of Gene Kelly, remembered from "Pal Joey". Costumes by Irene. Publicity: Art Schmidt, BR. 9-7800.

Thursday...PREMIERE: "NOW VOYAGER" (Movie) HOLLYWOOD THEATRE, B'WAY AT 53RD ST.
Oct. 22 This is Warner Bros. new Bette Davis-Paul Henreidt movie with an all-star cast including Claude Rains, Ilka Chase, Gladys Cooper, Bonita Granville. Costumes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.

Friday.....PREMIERE: "INCENDIARY BLONDES", ARTISTS & WRITERS ASSOC., WALDORF ASTORIA
Oct. 23 HOTEL, GRAND BALLROOM. A patriotic cabaret revue and supper dance with
10:00 P.M. proceeds given to American Theatre Wing War Service. Chairman: Frank Crowninshield. Music by Xavier Cugat and Myer Davis Bands, side shows, booths, Broadway talent galore. Tickets, $9.90 include supper. Contact: Frank Crowninshield, MO. 4-7200.

Tuesday....PREMIERE: "THE OPERA CLOAK" BY THE NEW OPERA COMPANY, B'WAY THEATRE, W. 54TH
Nov. 3 The New Opera Company 1943 season opens with the world premiere of this one-act opera, performed on the 80th birthday of its composer-conductor, Walter Damrosch. Leading roles sung by Mary Bowen, and Gilbert Russell in modern American setting. Prior to the opening, Mrs. Lytle Hull on behalf of the New Opera Company will give a back-stage birthday party at the Broadway Theatre on Tus., Oct. 13th at 5 P.M. Admittance by invitation only. Contact: Mrs. Lytle Hull, New Opera Co., 113 W. 57th St. Costumes by Brooks. Publicity: Helen Havener, CH. 3-3623.